



The Delta Epsilon Chi Guide

The *Delta Epsilon Chi Guide* provides a detailed description of the competitive events. Missouri Delta Epsilon Chi offers an abbreviated schedule of competitive events at the State Career Development Conference. This procedure is in place in order to offer members sufficient competition in each category. Additional information, including sample role plays, can be located on the Delta Epsilon Chi website at <http://www.deltaepsilonchi.org/comevents.html>.

Participation in Competitive Events

Delta Epsilon Chi members are eligible to compete at the state level in two events in addition to the State Events. Members can compete in only one event that allows a team of participants. Members are only allowed to compete in one event at the International Career Development Conference. Refer to the State CDC registration packet for specific instructions.

Business Simulations

Business Simulations include a 100-item general marketing comprehensive exam and one expanded role-play as part of the evaluation process. Missouri Delta Epsilon Chi offers the following events. These are individual participant events.

- Fashion Merchandising & Marketing
- Financial Services
- Restaurant & Food Service Management
- Retail Management
- Travel & Tourism

Case Studies

Case Studies include one presentation activity in an evaluation process.

- Business Ethics – Team of 2 participants
- Business Law – Team of 2 participants
- Human Resource Management – Individual participant
- International Marketing – Team of 2 participants
- Internet Marketing – Individual participant
- Marketing Management – Individual participant
- Sports and Entertainment Marketing – Team of 2 participants

Prepared Business Presentations

Advertising Campaign and Entrepreneurship have written components that must be turned in at registration prior to the competitors' briefing of the State Career Development Conference.

- Advertising Campaign – One to three participants
- Design Presentation – Individual participant
- Entrepreneurship – One to three participants
- Sales Representative – Individual participant

State Events

- Chapter of the Year
- Member of the Year
- Advisor of the Year

Special Activities (at the International Career Development Conference)

- National Management Institute
- Culinary Management Institute
- Entrepreneurship Academy